

# Women Entrepreneurship Signature Event

Innovation and Inspiration – The Next Billion Rising



November 19, 2014 -- Dr. Jill Biden, Moroccan Minister Delegate Mbarka Bouaida, Secretary of Commerce Penny Pritzker, Moroccan Minister of Solidarity, Women, Family and Social Development Bassima Hakkaoui, Ambassador Catherine Russell, and Small Business Administrator Maria Contreras-Sweet will attend the Women's Entrepreneurship Signature Event on November 19th at the 2014 Global Entrepreneurship Summit (GES) in Morocco with over 500 women entrepreneurs.

Supporting women entrepreneurs is vital to strengthening the creativity, innovation, and potential of millions of individuals around the world to promote economic opportunity. In honor of Women's Entrepreneurship Day on November 19th, the first day of GES will be dedicated solely to women's entrepreneurship in a day-long event held in the main tent of the GES venue. This signature event highlighting women's entrepreneurship will drive home the message, "smart companies invest in women." This is why the Women's Entrepreneurship Signature Event will feature ample opportunity for women entrepreneurs to highlight their enterprises throughout the day such as during the Business-to-Business (B2B) Showcase and Live Pitching Competition.

Participants will hear from the greatest minds and advocates of women's entrepreneurship in a packed agenda of panels, live pitching sessions and breakouts for networking. We will hear from women entrepreneurs like Iman Mutlaq, who has started companies across the Middle East and North Africa and is the CEO of Sigma Investments and the director of Ingot Brokers, multinational financial companies that operate out of 57 offices in 25 countries across six continents. We'll also hear from Shazia Saleem of the United Kingdom, who is the founder of ieat foods, the UK's first brand of ethical halal ready prepared meals and Lateefa Alwaalan of Saudi Arabia, who founded Yatooq, a Saudi company focused on developing Arabic coffee brewing technology. The U.S. Government worked closely with the Moroccan Government to highlight women from a variety of cultures and industries, like Merieme Chadid who is an explorer and astronomer from Morocco.



Access to markets and access to capital are the top challenges facing women entrepreneurs. The Business-to-Business (B2B) Showcase will provide a platform for businesses, financial institutions, and organizations that support entrepreneurship to connect with women entrepreneurs regarding business opportunities and support services. In the afternoon, participants will hear from up-and-coming women entrepreneurs in a dynamic live-pitching competition. Winners will take home a series of prizes to help build their enterprises, including a \$10,000.00 cash prize from Caterpillar Foundation, which has been a vigorous partner in promoting global women's entrepreneurship.

President Obama launched the GES five years ago to connect entrepreneurs, banks, venture capitalists, investors and others to catalyze partnerships, encourage growth and strengthen ties. Since then, GES has served as a platform to reduce barriers and increase opportunities for entrepreneurs around the world, and has helped women entrepreneurs to start and grow small and medium-size enterprises (SMEs) by improving access to markets; access to capital; skills and capacity building; and leadership opportunities. \

We look forward to continuing that trend by promoting women entrepreneurs from around the world every year for their invaluable contributions to society. We would love to have you join us on November 19th in Marrakech, Morocco to advocate for women's entrepreneurship across the globe.

**Date:** November 19, 2014

**Time:** 08:00-20:30

**Location:** GES Village, Marrakesh, Morocco

**Event:** Women's Entrepreneurship Showcase, Interactive sessions & Business-to-Business (B2B) trade show & live pitch session

**Participants:** 300-400 Women entrepreneurs, corporate leaders & Government officials

## ***Women Entrepreneurship Signature Event – November 19<sup>th</sup>***

### ***Innovation and Inspiration – The Next Billion Rising***

***Join the Conversation on Social Media #GES2014 #GESWomen***

<b>07:30 – 09:00</b>	<b>General Registration &amp; Women's Signature Event Registration</b>
<b>09:00 – 10:00</b>  <i>Workshop Tent</i>	<b>Welcome &amp; Key Note Speech: Innovation and Inspiration – the Next Billion Rising</b>  <i>This opening event will launch the women's entrepreneurship summit &amp; include guest remarks.</i>  Opening Remarks: Miriem Bensalah-Chaqroun, <i>Chairwoman, General Confederation of Moroccan Companies</i> Penny Pritzker, <i>Secretary of Commerce, U.S. Department of Commerce</i>  Armchair Interview: Christine Kelly, <i>Journalist</i> Iman Mutlaq, <i>CEO, Sigma Investments</i> , and <i>Director, Ingot Brokers</i> Merieme Chadid, <i>Explorer and Astronomer</i>
<b>10:00 – 11:00</b>  <i>Workshop Tent</i>	<b>Promoting Women's Entrepreneurship: Success Stories in Expanding Market Opportunities</b>  <i>Women entrepreneurs from around the world will share how they successfully expanded their business into new markets. Speakers will highlight key actions that propelled their businesses to success, pitfalls to avoid, and one fact or inspirational story that inspired them.</i>  Moderator: Patricia G. Greene, <i>Chair in Entrepreneurial Studies, Babson College</i> Lamia Boutaleb, <i>CEO, Capital Trust Group</i> Barbara Rwodzi, <i>CEO, House of BarRue Knitwear</i> Shazia Saleem, <i>Founder, ieatfoods</i> Lateefa Alwaalan, <i>Founder, Yatooq</i>

<p><b>11:00 – 12:00</b></p> <p><i>Workshop Tent</i></p>	<p><b>The Financing Challenge: Innovations in Securing Funding</b></p> <p><i>What is needed and what has worked. Panelists will discuss innovative new financing options, pitfalls on why entrepreneurs don't get funding, and new developments to secure funding at various levels.</i></p> <p>Moderator: Patience Marime-Ball, <i>Principal Investment Officer, Banking on Women, International Finance Cooperation</i>  Brent Habig, <i>Regional Director West and Southern Africa, TechnoServe</i>  Lisa Balter Saacks, <i>Vice President of Business Development, Gust</i>  Souleymane Diarrassouba, <i>Director General, Atlantic Business International</i></p>
<p><b>12:15 – 12:30</b></p>	<p><b><i>Break and Transition to Lunch</i></b></p>
<p><b>12:30 – 14:45</b></p> <p><i>Restauration Tent</i></p>	<p><b>Women's Entrepreneurship Day Celebration Lunch</b></p> <p><i>This event will include a discussion of critical issues regarding women's entrepreneurship in the region and announcements of high level commitments.</i></p> <p><b>Welcome and Opening to the High Level Policy Dialogue</b></p> <p><b>Opening Speaker:</b>  Nezha Hayat, <i>Chairman of the CFA, Morocco</i></p> <p>Moderator: Nicola Ehlermann, <i>Head of the MENA-OECD Investment Programme, Organization for Economic Cooperation and Development</i>  Alina Romanowski, <i>Deputy Assistant Administrator, U.S. Agency for International Development</i>  Bassima Hakkaoui, <i>Minister, Moroccan Ministry of Solidarity, Women, Family and Social Development</i>  Dominique Berry, <i>Senior Partner, McKinsey and Company</i>  JR Kerr, <i>CEO, Handshake &amp; External Senior Advisor for CSI, Caterpillar Inc</i>  Salwa Belkeziz, <i>Board Member, Association of Businesswomen of Morocco &amp; President, GFI Informatique</i></p> <p>Announcements:  Samir Benmakhlouf, <i>Country Manager, Microsoft Morocco</i> with Laila Miyara, <i>President of the Moroccan Women Entrepreneurs Association</i>  Mohamed Kettani, <i>Chairman and Chief Executive Officer, Attijariwafa Bank Group, Morocco (with AFEM)</i>  Rachid Chihani, <i>Head Customer Unit Maghreb, Morocco, Algeria, Tunisia and Mauritania</i></p> <p><b>Closing Speaker:</b>  Catherine Russell, <i>Ambassador-at-Large for Global Women's Issues, U.S. Department of State</i></p>

**15:00 – 16:30**

**Restauratation  
Tent**

## **Business-to-Business (B2B) Showcase & Live Pitch Session**

**Business-to-Business:** *Access to markets and access to capital are the top challenges facing women entrepreneurs. The Business-to-Business (B2B) Showcase will provide a platform to connect women entrepreneurs to businesses and organizations that are investing in women's entrepreneurship globally to discuss business opportunities and support services.*

**Live Pitch Session:** *This component will provide an opportunity for women entrepreneurs who submitted an application and were selected as a semifinalist to give a 3-minute pitch of their business to judges. Judges will listen to each pitch and provide feedback at the end of each round. The top winners from each round will be selected to compete in the final pitching competition for prizes.*

### **Semifinalist Judges - Session 1:**

1. Lisa Balter Saacks, *Vice President of Business Development, Gust*
2. Alina Romanowski, *Deputy Assistant Administrator, U.S. Agency for International Development*
3. Marion Blanc, *CEO, Civiliz*
4. Ethel Cofie, *Founder, Edel Consultancy*

### **Semifinalist Judges - Session 2:**

1. Shari Berenbach, *President and CEO, U.S. African Development Foundation*
2. Nouzha Taarji, *Director General, Energy Transfo*
3. Patience Marime-Ball, *Principal Investment Officer, Banking on Women, International Finance Cooperation*
4. Fatima Oukacha, *Director, CEED Morocco*
5. Hala Fadel, *Chair, MIT Enterprise Forum of the Pan Arab Region*

**17:00 – 18:30**

**Restauratation  
Tent**

## **Announcement of Winners of Pitching Sessions & Closing**

Emcee: Abrar Al Masoud, *Chairwoman, Future Group*

### **Finalist Judges**

1. Amadeo Almeida, *Strategic Project Initiatives, Caterpillar Inc.*
2. Deborah Magid, *Director of Software Strategy, IBM Venture Capital Group*
3. Maria Contreras-Sweet, *Administrator, U.S. Small Business Administration*
4. Penny Pritzker, *Secretary of Commerce, U.S. Department of Commerce*
5. Khalida Azbane Belkady, *Director General, Les Laboratoires Azbane*

### **Closing Speakers:**

1. Mbarka Bouaida, *Minister Delegate, Moroccan Ministry of Foreign Affairs and Cooperation*
2. Dr. Jill Biden, *Second Lady, The United States of America*

### **Live Pitching Competition Selection Committee:**

Susan Dix, Founder & CEO, Clinica Verde  
Zoe Schlag, Founder & Executive Director, UnLtd USA  
Lina Constatntinovici, Co-Founder and CEO, Startup Nectar  
Rose Maizner, Analyst/Professional Consultant, RenewableTech Ventures  
Dr. Victoria Kamsler, Director, Katerva Awards  
Carolyn Harrold, Startup Programming Producer, SXSW